



Consumer Buying Behavior of Selected Vegetables through Online Purchase – A Case Study

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Abstract: In India organized retail was growing rapidly throughout this era, because of the socio-economic status, so that the e-commerce sector improving fast. Development of technologies and the lifestyles lead to a different dimension of shopping at their doorsteps. Globalization, reach of the internet and smartphones made it positive. Vegetables were purchased through online was developing in metro and some of the non-metro cities in India. The study focuses on the consumer buying behavior towards online purchasing of vegetables and various factors influencing it. The result showed that education, income level, and some other factors were the major driving aspects of the online purchase of vegetables. Majority of the sample respondents were female, middle-aged (20-30), graduated and employed as professional workers and business. Two members were working nuclear families respondents purchasing at a convenient time with monthly expenditure of above 1000 rupees.

Keywords: Online Shopping, Vegetables, E-Commerce, Consumer Buying Behavior.

Introduction

“Online shopping was moving rapidly from a minority hobby to an everyday part of most people’s lives and a quiet revolution was taking place which was empowering consumers and shifting the balance of power in the supply chain towards the consumers”- Doherty, 2010

As the social economy continues growing, the income of residents was increasing and the eating habits of were changing. Traditional agricultural foods in the consumption gradually decline, which was replaced by fresh fruits and vegetables. At the same time, along with the city fast rhythm life, bad weather and other factors, an increasing number of people choose to buy fresh fruit and vegetables by the internet. Therefore, the delivery of fresh fruits and vegetables of all types of electronic business platform meets a very well period. The internet was being developed rapidly since last two decades, and with a relevant digital economy that was driven by information technology also being build up worldwide.



Internet was helping in the promotion of products in a better way and online advertisements were quite effective. Therefore detailed product information and improved services over the web have attracted people to rely more on online services instead of traditional methods.

However, the online market has risen from the last decade but still, traditional methods of purchasing were more acceptable than online or through the web. Electronic commerce has become one of the essential characteristics of the Internet era. According to the UCLA Center for Communication Policy (2003), online shopping has become the third most popular Internet activity, immediately following e-mail using/instant messaging and web browsing. It was even more popular than seeking out entertainment information and news, two commonly thought of activities when considering what Internet users do when online. Online shopping behavior (also called online buying behavior and Internet shopping/buying behavior) refers to the process of purchasing products or services via the Internet. The process consists of five steps similar to those associated with traditional shopping behavior (Li, N., & Zhang 2002).

In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers were attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction was conducted and post-sales services provided. Online shopping attitude refers to consumer's psychological state in terms of making purchases on the Internet. There have been intensive studies of online shopping attitudes and behavior in recent years. Most of them have attempted to identify factors influencing or contributing to online shopping attitudes and behavior. However, there was a lack of coherent understanding of the impact of relevant factors on online attitudes and behavior and an inconsistent identification of relevant independent and dependent variables.

Material and Methods

The purpose of the study was to study and analyzed the consumer buying behavior regarding vegetables purchasing through online. The main objective was to analyze the factors affecting buying behavior regarding vegetables through online.

Coimbatore was the area where the perfect mixture of people lives in the same geographical area. And the various income types as well as the diversified jobs, peoples were lives in. The shoppers were well defined and respondents were the frequent purchaser of vegetables in e-commerce websites. The sample size was 120 here the respondents were selected randomly. The samples were collected in a different location of Coimbatore. The customer who experienced more in the purchase of vegetables in e-commerce website would be selected. Through Purposive sampling and Random sampling method, the respondents were selected especially they were within the Coimbatore city. Data collected through the Primary data collection method. The required data collected through well-defined questionnaire. The sample respondents selected based on the purchase frequency, the amount spent, type of vegetables, total income, lead time, promotion and type in this most frequent and loyal customers were selected randomly for the data collection. Considering the time and resources, the



study was confined to Coimbatore city hence extrapolation of the results may not be possible since there exists a wide difference in consumer preference, behavior, and the factors like socioeconomic, demographic across regions.

Result and Discussion

This was the result of the study of various customers of vegetable buyers online. In this study was to assess the consumer behavior and various factors influence the customers among online vegetable buyers. The general characteristics of the sample respondents were given in the below in table 1.

Table:1 General characters of the respondents

(n=120)

Demographic characters	Category	Frequency	Percentage
Age	< 30	54	45.00
	31-40	19	15.42
	41- 50	40	33.33
	> 50	7	6.25
Gender	Male	26	23.75
	Female	92	76.25
Education	Educated	120	100
	Illiterate	--	--
Occupation	Private sector	31	25.83
	Public sector	22	39.17
	Business	8	9.58
	Others	14	25.42
Size of the family	Upto4	43	35.83
	5-7	60	50.42
	>7	17	13.75
Family income per year	< Rs.20000	18	15.41
	2-4 lakhs	37	30.83
	4-5 lakhs	50	41.68
	Above 5 lakhs	15	12.08
Frequency of purchase	Daily	5	4.58
	Twice in a week	23	19.16
	Once a week	44	36.26
	Once in 15 days	32	26.66
	Once a month	16	13.33
Source of information	Mass media	26	21.66
	Friends/relatives	5	4.16
	Neighbour	8	6.28
	e-services/social media	81	67.91



The gender of sample respondents would influence their preference of purchase of selected vegetables. Female respondents (65.83 percent) accounted for a major share of buyers as the willingness and responsibility for shopping selected vegetables for the family was more among them. Age was an important factor in decision making regarding the purchase of vegetables from online retail outlets. It could be inferred from the researcher's manual Calculation that shows, the consumers belonging to the age group of below 30 years was more potential buyers through online. Majority of sample respondents had monthly family income in the range of Rs.40000 - Rs.50000 (41.63 percent). Majority of the sample respondents had completed graduation (61.25 percent) followed by post-graduation (18.75 percent).

On the whole, female respondents accounted for major 88.12 percent and rest of them were male. Occupational status could be one of the major factors influencing the place, quantity, and quality of purchase of vegetables. Online vegetable buyer, 39.17 percent of the sample respondents were employed in the public sector followed by the private sector (25.83). The family income of the households may reflect on the decision of quantity as well as the quality of purchase and also whether to buy branded store vegetables or unbranded store vegetables. The internet and social media like Facebook, Twitter, LinkedIn etc., plays a vital role to create awareness about selected vegetables among the consumers. Majority of the sample respondents purchased vegetables weekly once, basis as these vegetables have a lower shelf life.

Determinants of vegetable purchase

Multiple regression analysis was used to estimate the factors influencing vegetable consumption. The number of vegetables consumed per month was taken as a dependent variable and the other independent variables were the price of the vegetables, age, gender, marital status, education, family type, food habit, annual income, familiarity and Monthly expenditure. This analysis was carried out using multiple regression analysis in that, P value based on the average score of the values obtained for each factor.

Table No:2 Determinants of vegetables purchase among the online vegetable buyers

(n=120)

Determinant	Coefficients	t Stat	P-value
Intercept	-3.625	-4.789	0.000
Age	0.137	1.096	0.2759
Gender	0.513	2.523	0.0134*
Marital status	0.171	1.107	0.2713
Education	0.551	3.670	0.0004**
Family type	0.326	3.512	0.0002**
Employment	0.385	2.422	0.0174*



Food habit	0.309	2.568	0.0108*
Annual income	0.397	2.777	0.0066**
Familiarity	0.081	2.232	0.0281*
$R^2 = 0.67191$ Multiple R = 0.5910			

(*0.05% significance, **0.01% significant)

The coefficient of determination (R^2) from the Table 2 showed 60 percent of the total variability on the purchase of organic vegetables explained by the independent variables. The β - coefficients presented in the Table 5.25 stated that all the independent factors except age and marital status influenced the online purchase of vegetables. The education, and were the most influenced dependent variables with the β - the coefficient value of 5.51, 5.13 and 4.56 respectively. This indicates that one rupee increase in monthly expenditure would result in a 4.5 percent increase in expenditure towards share on the purchase of vegetables through online. One unit increase in education increases the share on the purchase of organic vegetable by 5.5 percent. When the taste of gender increases by one unit it would result in a 5.1 percent increase in the share of expenditure on vegetables purchased online. When the annual income increases by one unit it would result in a 3.9 percent increase in the share of expenditure on vegetables purchased online. In one unit change in employment, family type and food habit would influence 3.8, 3.2 and 3.0 respectively in online purchase of vegetables.

Satisfaction level of the sample respondents towards the purchase of vegetables online.

Regarding online buyers, 23.75 percent of sample respondents were satisfied after the purchase of vegetables through online followed by 70.00 percent of them were convinced with their service. 6.25 percent of the sample respondents felt not satisfied. Hence, it could be concluded that all the sample respondents were convinced after purchased through online.

Problems faced by online vegetable buyers

The problems faced by sample respondents in the purchasing of online vegetable purchase were analyzed using Garrett's ranking technique.



Table.3.Problems faced by the sample respondents

(n=120)

Problems faced by customers	Mean score	Rank
Price	53.77	I
Damage / Complaints	53.39	II
Delivery	50.91	III
Discounts and offers	50.64	IV
Customer service	50.34	V
Others	48.65	VI

Hence, it was concluded that price was the most important problem faced by the online consumer for not purchase of online vegetables. Although it was in the first rank the firm was responsible to concentrate in the other factor like damage/ complaints, delivery, discounts and services. So that formulation of strategy would be more effective.

Suggestion for sales improvement

Result shows that 23.33 per cent of the sample respondent suggested to improve the quality and freshness of the vegetables followed by 20 per cent of the sample respondents suggested to reduce price and 17.50 per cent of the sample respondents suggested to give discounts and only 1.66 per cent of sample respondent suggested the salesperson approach at point of delivery. Those were the major suggestions for sales improvement in online vegetables purchase among the buyers. Hence, it could be concluded that improve quality and freshness were the major suggestion for sales improvement of the vegetable purchase. So, the case firm can incorporate the suggestions of the respondents in formulating their sales promotional strategies for improving the sales of vegetables online.

Conclusion

Price was had a negative relationship with the quantity of vegetable purchase. So the case firm could adjust the price of the vegetables would increase the quantity of purchase. Quality and freshness of the vegetables were considered as the most important factor by the sample respondents so the case firm should increase the quality by means of grading, sorting etc., and maintaining the freshness until it reached the customers' point. Encourage group farming among the vegetable growers which will help to get material in time, required quantity and cheaper price. Evolving quality standards and measures for the vegetables would go in a long way to promote and attract the customers. Such



efforts will help for value creation in terms of branding, attractive advertising, quality products and freshness which will ultimately result in better competitiveness. In future days retail formats will change to different dimensions to their comfort zone of the people. It creates a lot of dimensional to human buying nature. Analyzing the gap between the consumer's perception and expectation will help the marketers for changing the strategy in profitable as well as preferred manner. Comparing the two dimensions of shopping will also add a great picture to visualize the retail format growth as well as the positives and negatives.

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